

# JENNA DOUGHERTY

## STRATEGIC PLANNER

### EDUCATION

#### WHEATON COLLEGE, 2018

Economics Major, French Minor  
GPA: 3.85 | Magna Cum Laude

#### URSULINE ACADEMY OF DALLAS, 2014

GPA: 4.15 | Summa Cum Laude

### VOLUNTEER WORK

Zoe's Feet Dance Ministry | 2014-2016

Potter's House, Guatemala | JUNE 2015

Methodist Dallas Hospital | 2011-2014

Dwell With Dignity | 2011-2014

### SKILLS

French



Excel



Illustrator



Photoshop



### CONTACT

930 Leatrice Drive  
Dallas, Texas 75208

214.425.0245

jennadougherty8@gmail.com

jenna-christine.com

### EXPERIENCE

#### LIVINGSTONE PARTNERS | CHICAGO, ILLINOIS

JAN 2018 – DEC 2018

Database Intern

- Researched companies for upcoming mergers and acquisitions and organized data in Salesforce.

#### MCGARRAH JESSEE | AUSTIN, TEXAS

JUN 2017 – AUG 2017

Strategy Intern

- Brand planning on key clients: YETI, Chaco, Case, Skinny Pop, Tyrrells, Frost Bank, and Shiner.
- Wrote creative briefs for YETI's fall apparel and the concept for Case's annual knife catalogue.
- Conducted background research used in a pitch that acquired Chaco as a new client for the agency.
- Crafted competitive analysis for potential Skinny Pop brand expansion.

#### DLA PIPER | PARIS, FRANCE

MAR 2017 – MAY 2017

Marketing Intern

- Helped coordinate marketing events for an international law firm.
- Wrote an ad brief featured in the French magazine *Capital Finance*.

#### RKD GROUP | DALLAS, TEXAS

MAY 2016 – AUG 2016

Digital Marketing Intern

- Wrote case studies describing the marketing strategies used to meet the needs of past clients.
- Worked with the Digital+Media team to redesign the structure and content of the agency's website.

#### WHEATON COLLEGE | WHEATON, ILLINOIS

JAN 2015 – MAY 2018

Athletic Trainer

#### THE INGERSOLL COMPANY | DALLAS, TEXAS

JUN 2013 – AUG 2013

Media Marketing Intern

- Researched the target audiences of various Heart magazines, including Cosmopolitan, Marie Claire, and Food Network Magazine.

### REFERENCES

#### Libby Anderson

Planning Director at McGarrah Jessee  
libby@mc-j.com

#### Jack Thurston

Chief Marketing Officer  
thurston@livingstonepartners.com